

What Is Claimed Is:

1. An isolated nucleic acid molecule comprising a promoter nucleotide sequence that is capable of initiating transcription of an operably linked heterologous nucleic acid sequence in a plant cell, wherein said nucleotide sequence has at least 80% identity to 18 sequential nucleotides of the cassava vein mosaic virus (CsVMV) promoter shown in SEQ ID NO 3 (pA).

2. The nucleic acid molecule of claim 1 which comprises a nucleic acid sequence selected from the group consisting of CVP1, CVP2, pA, pB, pC, pD, pE, pAB, pAC, pAD1, pAD2, pAD3, pADE1, pADE2, pADE3 and pAE, shown in SEQ ID Nos 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, respectively.

3. The nucleic acid molecule of claim 1 wherein said plant cell is a monocot or a dicot.

4. The nucleic acid molecule of claim 1 wherein said transcription is initiated in a plant mesophyll tissue.

5. The nucleic acid molecule of claim 1 wherein said transcription is initiated in a plant phloem tissue.

6. The nucleic acid molecule of claim 1 wherein said transcription is initiated in a plant root tip tissue.

7. The nucleic acid molecule of claim 1 wherein said molecule has a nucleotide sequence selected from the group consisting of CVP1, CVP2, pA, pB, pC, pD, pE, pAB, pAC, pAD1, pAD2, pAD3, pADE1, pADE2, pADE3 and pAE.

8. A vector comprising a promoter nucleotide sequence that is capable of initiating transcription of an operably linked heterologous nucleic acid sequence in a plant cell wherein said nucleotide sequence has at least 80% identity to 18 sequential nucleotides of the cassava vein mosaic virus (CsVMV) promoter shown in SEQ ID NO 3 (pA) and is operatively linked to a heterologous nucleic acid sequence.

9. The vector of claim 8 wherein said promoter comprises a nucleic acid sequence according to claim 1.

10. A transgenic plant comprising a promoter nucleotide sequence that is capable of initiating transcription of an operably linked heterologous nucleic acid sequence in a plant cell wherein said nucleotide sequence has at least 80% identity to 18 sequential nucleotides of the cassava vein mosaic virus (CsVMV) promoter shown in SEQ ID NO 3 (pA) and is operatively linked to a heterologous nucleic acid sequence.

11. The transgenic plant of claim 10 wherein said promoter comprises a nucleic acid sequence according to claim 1.

12. A method of expressing a heterologous nucleic acid sequence in a plant cell comprising:

a) transforming said plant cell with a vector comprising a promoter nucleotide sequence that is capable of initiating transcription of an operably linked heterologous nucleic acid sequence in a plant cell wherein said nucleotide sequence has at least 80% identity to 18 sequential nucleotides of the cassava vein mosaic virus (CsVMV) promoter shown in SEQ ID NO 3 (pA) and is operatively linked to the heterologous nucleic acid sequence; and

b) growing said plant cell under conditions where the heterologous nucleic acid sequence is expressed in said plant cell.

13. The method of claim 12 wherein said promoter comprises a nucleic acid sequence according to claim 1.

14. A chimeric gene that expresses a heterologous nucleic acid sequence in plant cells comprising operatively linked in sequence in the 5' to 3' direction:

a) a promoter nucleotide sequence that is capable of initiating transcription of an operably linked heterologous nucleic acid sequence in a plant cell wherein said nucleotide sequence has at least 80% identity to 18 sequential nucleotides of the cassava vein mosaic virus (CsVMV) promoter shown in SEQ ID NO 3 (pA), and

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b) a structural nucleic acid sequence that is heterologous with respect to the promoter.

15. The chimeric gene of claim 14 wherein said promoter comprises a nucleic acid sequence according to claim 1.

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